

Why health and sustainability should be at the centre of agriculture policy

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Summary

- CAP's origins are a mid C20th / post WW2 agenda:
 - insufficiency, social harmony, rural livelihoods
- C21st challenges repeat those with new priorities:
 - Environment was not a concern → climate change, H2O
 - Food & health is now over-, mal-, & under-supply
- Health provides a link in an emerging Ecological Public Health framework for public policy
- CAP could evolve into Common Sustainable Food Policy, a long-term vision which:
 - build on current EU policy developments
 - helps provide appropriate coherence at EU and MS levels
new 'umbrella' with health at its heart
 - combines evidence-base with *realpolitik*

1. The context

Macro-context in the 2010s

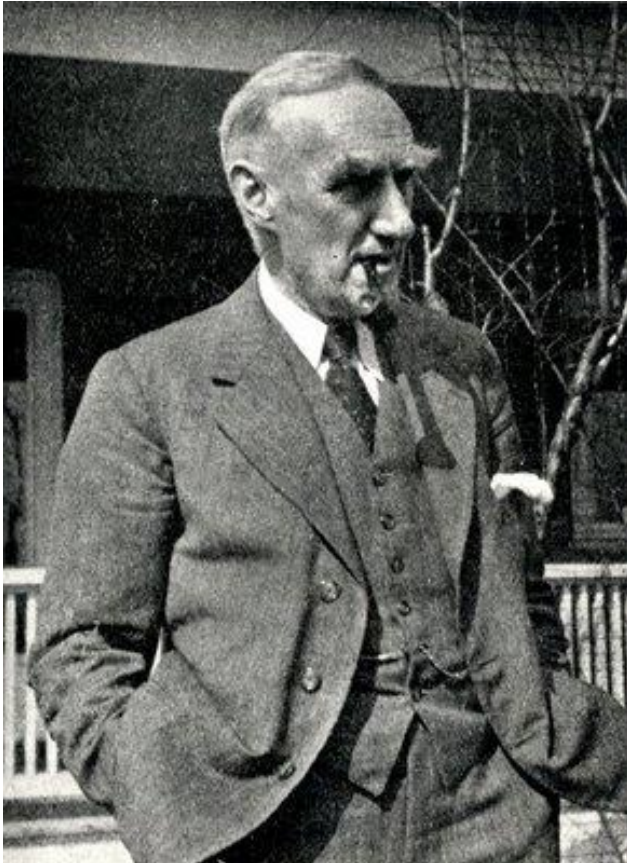
- A time of political uncertainties
 - Price volatility
 - Environmental challenges
 - Global food security concerns
- So, this is a time to deliver new certainties:
 - Address complex evidence on food
 - Re-engage and win public appeal
 - Give an inclusive, long-term CAP perspective
 - Build on existing incremental change

CAP's origins are 1930s science: the Productionist Paradigm

Lang & Heasman (2004) *Food Wars*

**Science + capital +
distribution → output →
cheaper food → health
= progress**

Linking food, health, income & justice



John Boyd Orr
(1880-1971)
public health researcher
1st D-G of FAO



Sicco Mansholt
(1908-1995)
1st European Agriculture
Commissioner for 1958-1972

2. 21st century CAP agenda

Food & agriculture's key role in 'New Fundamentals'

- Climate change
- Fuel / oil / energy
- Water
- Land use
- Biodiversity
- Labour / work
- Population (9bn 2050)
- Urbanisation
- Affluence (BRICs +)
- Inequality
- Nutrition transition
- Healthcare costs
- Waste

The 21st century policy agenda

- Renewed focus on global food security
- Total supply chain approach:
 - farm to urbanised consumer
- This requires a values-based food economy:
 - Economy + Health + Environment + Society
 - this is the Ecological Public Health approach
- Flexibility in a world of multi-level governance
- Build on CAP legacy to face C21st challenges:
 - Sustainability, food security, health, etc.

Some of this is already emerging across the EU

- *CAP 2013* and *CAP towards 2020* stress public goods but how...production or enviro?
- Sustainable Production & Consumption
 - Not much on food yet but companies are active
- EU ‘brand’: quality and integrity
- Food security: not yet big EU politics but is at global and MS levels
- Public health agenda: obesity, NCDs, safety
- Climate change agenda: a policy ‘hotspot’
- Post Lisbon agenda: jobs and growth

3. EU politics is thus moving: integrating production & consumption

CAP and consumers

- Support for farming still strong
(Eurobarometer 2009 59% want good quality, healthy and safe agric products)
- The public wants food without residues
(Eurobarometer 2009 63% see pesticide residues as main concern)
- Yet consumer NGOs are historically anti-CAP
 - A tax on consumers (keeping food prices high)
 - A tax on the poor ('the poor pay more')
 - Scepticism about distortion in EU policies
 - CAP accounts for c 40% of EU budget
- This is changing....a new recognition:
 - Food price rises & Health

Consumers need help to eat Sustainable Diets:

- Consumers:
 - Eat meat? Yes (nutrition). Grass-fed (ecology). Less (everyone)
 - Eat fish? Yes (nutrition). No (stocks). Better (MSC)
- Policy makers: should they...
 - separate guidelines for health, eco, social justice?
 - let consumers decide (choice vs. choice-editing)?
- Business:
 - How to incorporate this into prices?
 - Solution: separate 'issues' on supermarket shelves

CAP and the environment

- Long haul to get environment on agenda
 - Progress since MacSharry (1992)
 - Pillar 2 a big advance; victory for NGOs
 - Environmental goods de-coupled from production
- But debate continues:
 - Productionist vs enviro?
 - Grow Pillar 2 or make agri-enviro apply to all funds?
 - Reduce or maintain Agri budget?
 - Food security vs biofuels (land use)?

CAP and public health

- CAP has lost touch with health
 - 1957 goal was food security (ie partly health)
 - Regimes were indiscriminate eg dairy, cereals
 - It ignored fruit & vegetables (orchards)
 - Response to poverty was surplus food disposal
- 1990s was watershed: BSE, food safety
- Challenges still not fully addressed (MS role):
 - NCDs, obesity (over-consumption)
 - Limits to health education (EU role)
 - health not seen as part of sustainability

**4. CAP reform must address
this complex ecological public
health picture**

New phase for CAP evolution

(after Crosskey 2011)

1. 1957-62: Creation of CAP
2. 1962-92: Stimulation of production
3. 1992-2003: Responding to international pressure
4. 2003-13: Decoupling + rural development
5. 2013-30: Sustainable food linking production and consumption

New agenda is a food world of 'poly-values'

<p>Quality</p> <ul style="list-style-type: none"> • Taste • Seasonality • Cosmetic • Fresh (where appropriate) • Authenticity 	<p>Social values</p> <ul style="list-style-type: none"> • Pleasure • Identity • Animal welfare • Equality & justice • Trust • Choice • Skills (citizenship)
<p>Environment</p> <ul style="list-style-type: none"> • Climate change • Energy use • Water • Land use • Soil • Biodiversity • Waste reduction 	<p>Health</p> <ul style="list-style-type: none"> • Safety • Nutrition • Equal access • Availability • Social status/ affordability • Information & education
<p>Economy</p> <ul style="list-style-type: none"> • Food security & resilience • Affordability (price) • Efficiency • True competition & fair returns • Jobs & decent working conditions • Fully internalised costs 	<p>Governance</p> <ul style="list-style-type: none"> • Science & technology evidence base • Transparency • Democratic accountability • Ethical values (fairness) • International aid & development

Policy issues arising from this

- How to translate all into the business model?
- How to improve all these?
 - current policy relies on ‘trade offs’ or costing
- How to incorporate existing / new indicators?
- How to achieve supply chain ‘buy-in’?
- How to set priorities?
 - short term vs long term; immediate vs distant
 - political judgements (consumers do this daily!)
 - this requires a political ‘reality check’

5. Pressure from companies and Member States

Food companies begin to act

- International alliances:
 - 2002: SAI launched Groupe Danone, Nestlé, Unilever
 - 2009 (Oct 16): G30 top TNCs initiative Coca-Cola, Tesco, Unilever, News International
- Specific big food companies initiatives:
 - Unilever 2010, PepsiCo 50%-in-5 (years), etc
- Increasing use of ‘choice-editing’
- These actions have limitations:
 - It’s product specific, not overall diet
 - It’s big companies not all companies

MS governments begin to act

- Sweden *Environmentally Effective Food Choices* (2009)
- NL *Towards Sustainable Production & Consumption* (June 2008):
- France: INRA-CIRAD sustainable food systems (2009-11)
- UK SDC → Defra *Food 2030*
- Finland *Food for Tomorrow* (2010)

Evidence and reports:

- EU: SCAR 3 (2011)
- World Bank: IAASTD (2008)
- WEF: McKinsey (2010)
- UK: Foresight (2011), SDC (2011)
- Australia: Chief Scientist (2010)
- Academics: Wallace Winthrop (2009)

6. Why should CAP have a new Sustainable Food vision?

A Common Sustainable Food Policy

- Listens to evidence (evidence-based policy)
- Provides coherent framework to EU initiatives
- shares goals, from farm to mouth (& waste)
- Links 'big politics' to CAP positively
- Connects with major planetary challenges
- Reconnects agriculture to consumers
- Builds on existing trends and initiatives
- Relocates public health as core to CAP

We have much to do!

Thanks!

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